

**NOTICE OF PROPOSED ASSESSMENT**  
**For the San Luis Obispo County Tourism Marketing District (TMD)**

**NOTICE IS HEREBY GIVEN** that on **Tuesday, February 10, 2015**, the Board of Supervisors (the “Board”) of the County of San Luis Obispo (the “County”) adopted a resolution of intention to establish the San Luis Obispo County Tourism Business Improvement District (the “TMD”) and to levy an assessment on the lodging businesses within the TMD as set forth in said resolution of intention. The resolution is attached hereto and hereby incorporated into the notice.

**NOTICE IS HEREBY FURTHER GIVEN** that at 9 a.m. on **Tuesday, March 10, 2015**, in the County of San Luis Obispo Board Chambers, 1055 Monterey Street, San Luis Obispo, California, a public meeting shall be held pursuant to Government Code Section 54954.6 to allow public testimony regarding the establishment of the TMD and levy of assessments therein as set forth in the enclosed resolution of intention and pursuant to Government Code Section 54954.6 and Streets and Highway Codes Section 36600 et seq.

**NOTICE IS FURTHER GIVEN** that 9 a.m. on Tuesday, **April 7, 2015**, in the County of San Luis Obispo Board Chambers, 1055 Monterey Street, California, has been set as the time and place for a public hearing at which time members of the Board propose to levy the proposed assessment as set forth in the resolution of intention and pursuant to Government Code Section 54954.6 and Streets and Highway Codes Section 36600 et seq.

**Assessment:** An assessment is proposed to be levied on all lodging businesses, which include hotels, motels, bed and breakfasts, vacation homes and RV Parks, that pay transient occupancy tax (TOT) within the TDM boundaries based upon 1% of the rent charged by the operator per occupied room per night for all transient occupancies. The amount of the assessment shall be one (1) percent of your annual gross room rental revenue. Federal government employees on government business will be exempt from the levy of assessment. Extended stays, defined as more than 30 consecutive calendar days, shall be exempt from the levy of assessment.

**Estimate:** The estimated amount of revenue to be raised by the assessment is estimated to be approximately in the \$2.8 million - \$3.0 million range.

**Purpose:** The TDM proposes to administer tourism promotions and marketing programs to promote San Luis Obispo County as a tourism destination and projects, programs, and activities that benefit lodging businesses located and operating within the boundaries of the district. The proposed improvements and activities shall be targeted at increasing transient stays.

**Collection:** The assessment is proposed to be levied on an annual basis and shall be collected monthly from lodging businesses within the TDM.

**Protest:** Upon receipt by the Clerk of the Board of written protests from the owners of lodging businesses in the proposed district that will pay 50 percent or more of the annual assessments levied, no further proceedings to levy the proposed assessment shall be taken for a period of one year. Written protests must be received by the Clerk of the Board prior to the start of the public hearing on **April 7, 2015**. Your written protest must contain the following information: property owner’s name, business name, property address, and business owner’s signature. A protest form is attached for your use. It is also available on the Clerk Recorder’s website at [www.slocounty.ca.gov/clerk](http://www.slocounty.ca.gov/clerk).

Should you desire to mail a protest against this assessment, the address is:

Clerk of the Board of Supervisors  
County of San Luis Obispo  
1055 Monterey Street, Suite D120  
San Luis Obispo, CA 93408

**Information:** Should you desire additional information about this assessment, contact:

Nikki Schmidt, Administrative Analyst  
County of San Luis Obispo  
1055 Monterey Street, Suite D430, San Luis Obispo, CA 93408  
Phone: (805) 781-5496 or Email: [nschmidt@co.slo.ca.us](mailto:nschmidt@co.slo.ca.us)

DATED: February 11, 2015

TOMMY GONG, County Clerk-Recorder  
and Ex-Officio Clerk of the Board of Supervisors

By: /s/ Sandy Currens, Deputy Clerk-Recorder